

**INTERAGENCY COORDINATING COUNCIL
COMMITTEE MEETING MINUTES**

COMMITTEE: Public Awareness
DATE: January 25, 2001
RECORDER: Cheryl Holden

MEMBERS PRESENT: Gwendolyn Aldridge, Zelna Banks, Stephanie Pringle Fox, Hedy Hansen, Nenita Herrera-Sioco

MEMBERS ABSENT: Ellen Broms, Sharon Savery Gould, Martha Sanchez, Shirley Stiler

DDS LIAISON: Pat Hastings

STAFF: Cheryl Holden

GUESTS: Sandra Johnson Zehaye, Pat Winget

I. Introductions

Introductions were made.

II. Agenda Review

The proposed agenda was reviewed and approved.

III. Review of Minutes

Minutes from November 16, 2000 meeting were reviewed and approved as written.

IV. Strategic Plan for Comprehensive Child Find and Public Awareness (2001-2003)

Co-Chair Elaine Fogel Schneider presented the PA committee's Recommendations for California Early Start Strategic Plan for Comprehensive Child Find and Public Awareness (2001-2003) and accompanying animated slide show. Details of the plan and strategies for presentation to the full ICC were discussed.

V. Promotion of Future ICC Meetings

The committee discussed possible strategies to make the ICC meeting notices and packet more appealing to families. Barbara Ferreira joined the meeting to answer questions regarding meeting locations, future plans, number of individuals on the mailing list, and preparation time required for mass mailings.

Suggestions for changing the ICC meeting notices and packet to attract more family members to meetings were generated and recorded. Suggestions included adding child care boards, SEECAP participants, vendored infant programs, and education agency infant programs to the mailing list. Other strategies for announcing the meeting including

“save the date” or “invitation” cards, providing the agenda and discussion topics in advance, and coordinating with local partners were proposed. The committee considered ways to make the graphic design of materials and the required language used to describe the ICC more “family friendly.”

Additional family and agency outreach strategies were considered. The committee agreed to continue this discussion at the March meeting and begin to formalize their recommendations for presentation to the full ICC.

VI. Share Samples of Local Child Find and Public Awareness Activities

The committee viewed the California Early Start public service announcement (PSA). The PSA was updated to reflect children receiving early intervention services in a variety of environments. The PSA was produced in five lengths (10, 15, 20, 30 and 60 seconds).

Stephanie Pringle Fox shared her Family Resource Center Notebook as an example of local child find efforts.

VII. State Reports

Department of Developmental Services (DDS) - Pat Hastings and Cheryl Holden reported on the following:

The report form for the next *Annual Performance Report* for the period July 1, 1999 - September 30, 2000 is due at this time from all committee chairs. The following information is requested:

- Committee input on important issues
- Recommendations approved by ICC and submitted to DDS
- Collaborative activities - participation as an ICC representative in committee, task force or workgroup
- Additional activities
- Emerging challenges

Four new outreach products have been completed.

- The Chinese translation of the *Family Introduction to Early Start*
- The Native American graphic design of the *Family Introduction to Early Start*
- Two traveling displays

Promotional and registration materials have been developed and disseminated for the Family Resource Center/Network Conference and the Early Start Service Coordination Institutes. Materials are being developed for the Forum on Natural Environments. Registration materials are available through WestEd Center for Early Intervention.

The full Service Delivery Reform Committee (SDRC) is scheduled to meet on March 15, 2001, from 10:00 a.m. to 3:00 p.m. at the Clarion Hotel in Sacramento. The SDRC will formally review the Service Delivery Reform Summary Report.

DDS submitted a Budget Change Proposal (BCP) for fiscal year 2001-02 that was accepted by the Department of Finance. The BCP seeks to add \$2.6 million for increased clinical staff to ensure timely intake and assessments for birth to three year old children.

The Capitol Christmas Tree Lighting Ceremony was held on December 5, 2000. DDS staff and Kern Regional Center Director, Michael Clark, accompanied David Almberg and his family to the Capitol as special guests of Governor Gray Davis. The Tree Lighting event was featured on three Sacramento television broadcast stations, CNN on-line and several newspapers.

Governor Davis has issued the Proclamation of March 2001 as Early Start Month. The proclamation will be unveiled at the FRC/N Conference. All FRC/N participants will receive a copy. The Proclamation will also be featured on the DDS web site.

The Central Directory of Early Intervention Resources 2001 - 2002 has been approved for publication and dissemination.

The Baby Line toll free information line received 184 calls in November, 152 calls in December, and 6,989 calls since November, 1998. Calls are routed for program referral, information, resources and medical information. DDS staff tested the Spanish language router and learned that Spanish language calls are being routed to a bi-lingual staff person, however those calls are not being recorded on the counter. Procedures are underway to correct the technical aspects of the problem.

California Department of Education (CDE) - There was no representative present.

Department of Alcohol and Drug Programs (ADP) - There was no report provided by the ADP representative.

VIII. Early Start Resources Report - Pat Winget reported on the following:

The brochure *Family Introduction to Early Start* brochure targeting Native American families is completed and is being disseminated. The Chair of the Yurok Tribal Council has written a letter of support for early intervention services.

The reference book *Statutes and Regulations Governing Early Start, Third Edition* (the "blue book") is being updated and will be initially disseminated at the FRC/N Conference.

The *Early Start Service Coordinator's Handbook* is nearing completion and will be featured at the Early Start Service Coordination Institute: Foundations (formerly known as Core IV) in March, 2001.

The *Parent Rights in Early Start* booklet is being revised to reflect the new addresses of the Offices of Administrative Hearings.

ESR continues to work on their web site. The 4000 items in library will be accessible by a search engine and library members will have the capability to be able to check out books and other materials on-line.

Early Start Resources has been present to disseminate Early Start products and provide information at several conferences. Upcoming events will include the Special Education Early Childhood Administrators Project (SEECAP) Symposia, Infant Development Association Conference, and the California Association of School Psychologists Conference.

IX. PAC Goals and Objectives

The committee agreed to table this discussion until the next meeting in the interest of time. Committee members were asked to consider potential goals and bring three or four suggestions to the March meeting.

X. Proposed Agenda Items for Next Meeting

1. PA committee goals and objectives for 2001-02
2. Promotion of future ICC meetings
3. Share samples of local child find and public awareness activities

XI. Meeting Adjourned